

Frank's Gigantic Stock Reduction Sale

Opened Tuesday and is Now Running in Full Swing

DO YOU REALIZE the importance of this sale. Just now is the time for you to put your thinking cap on and figure the dollars and cents you can save by buying your goods from us for the next two weeks. **Cash is King at this Sale** and as every item in the house has been reduced, its the time for you to act. Read the prices on this page and then take the time to compare them with those of others. We must rid our store of all wearing apparel for Men. Never before has Men's Wear been sold for so little. This sale will positively close Saturday, September 25th. Remember this closing date, and take advantage of these prices at once.

LADIES' DRESSES

We offer a few Crepe, Gingham and Percale Dresses. These sold up to \$1.50. They are suitable for both street and house wear. Come here we can fit you. These dresses have been put into the sale at only **69c**

We are offering some very attractive values in Gingham, Linen, Madras, Tissues, Crepes and many other fabrics. There are dresses in this lot that sold up to \$3.00; they will go during this sale at only **98c**

Every dress in our store has been greatly reduced. We handle dresses for every occasion. We have them in all kinds of cotton and silk materials. A big lot of \$25 dresses have been reduced to only **\$9.95**. Others in line to only like proportion.

DRY GOODS

We carry a most complete line of piece goods. Every yard in our store has been reduced. In fact some of these goods have actually been cut in half. Read these prices.

28-inch Unbleached Sheeting, 5c value, only, per yard..... **3c**
39-inch Unbleached Percale Cloth 10c value, at per yard..... **7 1/2c**
9-4 Unbleached Sheeting, standard 25c value, at per yard..... **19c**
10-4 Unbleached Sheeting, standard 28c value, per yard..... **21c**
9-4 Bleached Sheeting, standard, 28c value, at per yard..... **21c**
10-4 Bleached Sheeting, standard, 30c value, at per yard..... **23c**
42-inch Bleached Pillow Casing, 13 1/2c value, at per yard..... **10c**
36-inch Bleached Sheeting, 10c value, soft finish, at per yard..... **7c**
36-inch Bleached Sheeting, standard makes, at per yard..... **8c**
36-inch Bleached Drills, 10c value, and good, at per yard..... **8c**

36-inch Indian Head Sheeting, Bleached, at per yard..... **11c**
American and Simpson's Paris Prints 7c values, at per yard..... **5c**
Amoskeag Staple Apron Gingham, 9c values, at per yard..... **6 1/2c**
Berkley No. 60 Cambric, yard-wide, 13c value, at per yard..... **10c**
15c White Lawn, very sheer and a good value, at per yard..... **10c**
White Lawn, 8c value, only a few yards left at per yard..... **5c**
Toile Du Nord Dress Gingham, a 15c value, at per yard..... **10c**
10c and 12c Dress Gingham, assorted patterns, at per yard..... **8c**
Stenciled Curtain Scrims, assorted colors, 10c values, at..... **6c**

White Goods, a very large assortment, value to 25c, at..... **10c**
Crepe Dress Goods, fast colored designs, 10c value, at..... **5c**
Yard-wide Silk Messalines, assorted colors, \$1 value, at..... **79c**
Yard-wide Crinkled Crepe Silk, \$1.50 values, at per yard..... **98c**
FLAXON, white fancy designs, 25c values, at per yard..... **15c**
46 1/2-inch Brown Dress Linen Suiting, 50c value, at per yard..... **35c**
Brown Dress Linen, all reduced, one lot ALL linen, at..... **15c**
90-inch Linen Sheeting, suitable for skirts, etc., per yard..... **69c**
Black and White Checked Worsteds, double fold, at per yard..... **8 1/2c**

MEN'S TOP SHIRTS

Men's \$1.50 dress Shirts, leading makes, at only **\$1.00**
Men's \$1 Dress Shirts, assorted styles at only... **79c**
Men's 75c Dress Shirts, assorted styles..... **45c**
Men's 50c Dress Shirts, assorted styles, at only..... **39c**
The Above Includes all Styles, Soft and Laundered

MEN'S WORK SHIRTS--OVERALLS

Men's Heavy 50c Work Shirts, at only..... **39c**
Men's Light Blue Chambray Work Shirts, at only..... **29c**
Men's \$1 Overalls, Headlight and others at only..... **82c**
Men's 75c Overalls, assorted makes, at..... **62c**
Men's 50c Overalls, only a few left, at only..... **39c**

MEN'S STRAW HATS

We have reduced all of our new straw hats, the \$1.50 and \$3 grades down to..... **50c**

All our Mens' Felt Hats have been reduced, hats that sold up to \$2 as low as..... **98c**

Men's and Boys' silk and Straw hats at... **35c** \$3 grades can now be bought for... **\$1.95**

These Bargains wont last long. Get yours now.

LADIES' MUSLIN UNDERWEAR

We carry a full line, but space forbids us describing it. Everything priced is worth nearly double.

Skirts from **39c** to **\$1.98**

Gowns from **25c** to **\$1.98**

Drawers from **19c** to **79c**

SPECIAL

Ladies' 75c Gown, prettily trimmed at **39c**

Ladies' Cumfy cut ribbed Vests, at only... **7c**

Ladies' Cumfy cut ribbed Union Suits at **39c**

HERE AND THERE Every item in the store has been reduced, not an article is selling at regular price. Here are a few prices:

Ladies' Royal Worcester \$2 Corset **\$1.49**

Ladies' White H. S. Handkerchiefs, at only... **1c**

18-inch Shadow Lace Flouncing, 25c value in this sale only..... **15c**

WE HAVE MANY MORE BARGAINS IN THIS DEPARTMENT

Ladies' Royal Worcester \$1 Corset at... **84c**

16-inch Embroidery Flouncing, 15c value, in this sale only..... **10c**

Fancy Table Oil Cloth, guaranteed, 25c value in sale for only..... **15c**

JUST A FEW HOUSEHOLD GOODS

We could easily fill this page but will only quote a few prices.

72 x 90 inch Sheet, seamed center, regular 50c value, during this sale **29c**
81 x 90 inch Sheet, no seams, regular 75c value, during sale for... **49c**
42 x 36 inch Pillow Case, regular 15c value, during this sale at... **10c**
45 x 36 inch Pillow case, Pepperell, 17c value at this sale..... **13c**
18 x 36 inch Huck Towel, regular 10c value during this sale at... **7c**
Large size Bath Towel, regular 25c value at this sale for..... **17c**
25c value Table Oil Cloth, during this sale at, per yard..... **15c**
18 x 18 inch mercerized ready made Napkins, at..... **84c**
20 x 20 inch mercerized Napkins, ready made during this sale... **98c**
72 inch mercerized Damask, 50c value during this sale at per yd. **39c**

LACE CURTAINS, TABLE COVERS, SHAMS AND SCARFS AT GREATLY REDUCED PRICES

BARGAINS IN MISQUITO BARS

All fitted up with iron frames, ropes and pulleys ready to hang up

70-inch net, \$1.25 value, during this great sale, at only..... **90c**

80-inch net, \$1.25 value, during this great sale at only..... **\$1.00**

90-inch net, \$1.50 value, during this great sale at only..... **\$1.00**

EVERY ARTICLE IN THE STORE IS GREATLY REDUCED

"WHERE YOU WILL BE TREATED RIGHT"

FRANK'S

OCALA FLORIDA.

A BIG SHEET SPECIAL

Pepperell Bleached Sheet 81x90
Inches, no seams unusual 75c value at only

55c

NOTHING TO BE RESERVED AT THIS SALE

MEN'S HAND TAILORED SUITS

\$18.00 Suits, strictly hand tailored, several styles, all wool, in this sale for only..... **\$11.95**

\$15.00 Suits, all hand tailored, stitched fronts, assorted materials, in this sale for only..... **\$9.95**

\$12.50 Suits, all wool, assorted styles and materials, a good selection at only..... **\$8.45**

We have a large stock of odds and ends on hand and they have been put into this sale to go at from **\$3.95 to \$6.95**

MEN'S PANTS

One big lot of assorted styles and materials that sold up to \$3.00 in this sale at only..... **89c**

EVERY PAIR OF PANTS IN THE STORE HAVE BEEN REDUCED

OCALA OCCURRENCES

Mr. Chas. V. Miller is a business visitor to our city, coming up yesterday from Tampa.

Mr. Paul Shigley, who has been in the city taking the school examinations, left this afternoon for his home at Orange Springs, where he will begin his school duties Monday.

Mr. Robert Conner returned to his home at Lake Weir this afternoon after spending the week in the city, taking the school examinations.

Mr. Theron Hall has returned to his home in Hawthorne after a week in the city.

Mr. Will Mock, a former Ocala boy but now of Jacksonville, arrived in the city yesterday for a few days' visit to friends. Mr. Mock is in business for himself in the big metropolis and is doing exceptionally well.

Mrs. H. G. MacDavid has taken the position as housekeeper at the Harrington, made vacant by the resignation of Mrs. Godbold. Mrs. Mac-

David is a very capable housekeeper and there is no doubt that she will help give the guests of the hotel the best of care.

Messrs. Jos. W. Dodge and Samuel Dilly have returned from their visit to Jacksonville.

Mrs. Robert Flinn and Miss Rebecca Smith came up from the lake this forenoon to stay over Sunday.

Prof. W. H. Cassels and family have returned home after a short stay at Camp Mucoso on Lake Weir.

Mrs. Grover C. McClure is spending the week with Mrs. J. G. Kichline at Eastlake.

Mrs. Jessie Bishop has returned from a visit to Reddick, Lowell and Orange Lake.

Mr. Niel Ferguson made a business visit to Dunnellon today.

Secretary Rooney and other Ocala citizens are attending the big picnic at Sparr today.

The Ocala S. C. V. doesn't seem to care whether any preparations are made to entertain the Confederate Veterans next month or not. Only three members were present at last

night's meeting. Another meeting is called for next Tuesday night, and it is hoped the members will be interested enough to attend.

VEGETABLES, MILK AND EGGS from our own farm daily. Open night and day. Merchants Cafe.

Have you tried those delicious Maxie cherries? 50 cents per pound, at Gerig's.

A new line of high grade stationery in all the latest styles and cuts at Gerig's.

Mr. T. M. Early, superintendent of the Gainesville electric lighting plant, was in the city yesterday, looking over our plant with Superintendent J. C. Caldwell.

Fresh shipment of Norris' famous PEANUT BRITTLE received every few days at the Court Pharmacy.

Mr. H. M. Hampton, after a ten days visit to his family which is spending the summer at Asheville, N. C., returned home yesterday afternoon.

Fort King Camp No. 14, W. O. W., held its regular semi-monthly meeting last evening, with a good attendance.

During the evening three candidates; Roy Sampson, John T. Long and T. C. Carter, were instructed in the mysteries of woodcraft. Sunday afternoon September 19th, Fort King Camp will unveil the monument erected to the memory of the late Sovereign J. C. Juhan, in Greenwood Cemetery. All members of the camp are requested to assemble at the hall on that date at 3 o'clock p. m., and go in a body from there to the cemetery.

"TAKE A PEEP"

At the best range on earth as you pass our store. Come in and let the man from the factory explain its exclusive features. Its the famous South Bend Malleable range. Marion Hardware Company. 9-5t

Pabst Blue Ribbon Beer, the best, purest and most healthful of ALL summer drinks, at Johnny's Place. 1f

Our sheet music stock is up-to-date. Daily demonstrations. 8 2-tf

Lattner's Fiano Store.

IT DOESN'T SUIT THE ADMINISTRATION

Argument of Germany that Submarine was Justified in Sinking the Arabic

Washington, Sept. 11.—The state department has begun the preparation of a reply to Germany emphatically rejecting the suggestion that the submarine commander was entirely within his rights in torpedoing the White Star liner Arabic, and the contention that Germany is not under obligations to grant indemnity in the matter.

It is intimated that there is no intention of consulting further with von Bernstorff, the German ambassador to the United States, on the subject.

The note, when approved by the president, will be cabled to Ambassador Gerard at Berlin to hand to the German government.

The president will, it is understood, take the position that the Arabic note and the submarine commander's report are entirely at variance with the physical facts, the Arabic having been

SEE RODOFF



—for—
SHRIMP, CRABS, AND OTHER SEA FOOD
PHONE 456 ... Ocala, Fla.

torpedoed far astern instead of the bow section, which would have been the case had she been trying to ram the submarine.